

ESTTA Tracking number: **ESTTA115325**

Filing date: **12/18/2006**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91173326
Party	Plaintiff Frito-Lay North America, Inc. Frito-Lay North America, Inc. ,
Correspondence Address	Joseph J. Ferretti Frito-Lay North America, Inc. 7701 Legacy Drive, Mail Stop 3A-421 Plano, TX 75024 UNITED STATES trademarks@fritolay.com
Submission	Appearance of Counsel/Power of Attorney
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Signature	/Paul J. Reilly/
Date	12/18/2006
Attachments	CHETOTISPowerofAttorney.pdf (2 pages)(104942 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Application Serial No. 78/714,260, CHE-TOTIS
Published in the *Official Gazette* on June 13, 2006

FRITO-LAY NORTH AMERICA, INC.,	:	
	:	
Opposer,	:	Opposition No. 91173326
	:	
v.	:	
	:	
ABRAHAM MARCELO	:	
GONZALEZ-TORRES,	:	
	:	
Applicant.	:	


POWER OF ATTORNEY

Opposer hereby appoints Paul J. Reilly, Daniel J. Hulseberg, Robert Neuner, Bradley B. Geist, Russell H. Falconer, Doreen L. Costa, Robert C. Scheinfeld, Gary M. Butter, Lisa B. Kole, Neil P. Sirota, Paul A. Ragusa, Steven R. Gustavson, Jeffrey D. Sullivan, Paul Fehlner, Walter M. Egbert, III, Eric Roman, Karen Wuertz, Eliot D. Williams, Manu J. Tejawani, Robert Maier, Noera Ayaz, Eric J. Faragi, Masahiro Noda, Chang Sik Kim, Van Nguyen, and Xavier Morales, attorneys at law and partners or associates of the firm of BAKER BOTTS L.L.P., 30 Rockefeller Plaza, 44th Floor, New York, New York, 10112-4498, with full power of attorney, to transact all business in the Patent and Trademark Office and in the Courts in connection herewith.

FRITO-LAY NORTH AMERICA, INC.

Dated: December 15, 2006

By:


Name: Joseph J. Ferretti
Title: Secretary

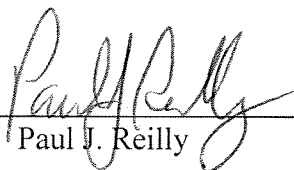
CERTIFICATE OF SERVICE

I hereby certify that on the date set forth below a true and correct copy of the foregoing **POWER OF ATTORNEY** was served upon the attorneys of record for Opposer by first class mail, postage prepaid, in an envelope addressed as follows:

Katherine McIntosh
333 Moncrief Ave
Goodlettsville, TN 37072-1531

Dated: December 18, 2006

By: _____


Paul J. Reilly